

**Claims:**

What is claimed is:

- 5 1. A method of creating a computer network-based fundraising campaign for a fundraising organization, the method comprising:
  - collecting at least one background fact about the fundraising organization and the fundraising campaign;
  - providing a home page on a computer network for the fundraising organization;
  - 10 obtaining a list of at least one potential supporter from the fundraising organization;
  - sending at least one solicitation message to the at least one potential supporter;
  - providing a transactional user interface on the computer network through which the at least one potential supporter can support the fundraising organization.
- 15 2. The method of claim 1, wherein the transactional user interface lists at least one product that the at least one potential supporter can purchase, wherein a percentage of a purchase price is provided to the fundraising organization if the at least one product is purchased by the at least one potential supporter.
- 20 3. The method of claim 2, wherein a purchase of the at least one product is associated with an individual participant.
- 25 4. The method of claim 2, wherein the transactional user interface is personalized for each potential supporter.
- 30 5. The method of claim 1, wherein the transactional user interface allows the at least one potential supporter to make a direct financial contribution to the fundraising organization.
6. The method of claim 5, wherein the transactional user interface is personalized for each potential supporter.

7. The method of claim 1, wherein the at least one background fact collected from the fundraising organization includes at least one of:

an amount of money that the fundraising organization wants to raise; and  
a plan showing how the amount of money will be spent.

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8. The method of claim 1, wherein the at least one background fact appears on the home page.

9. The method of claim 1, wherein the list of the at least one potential supporter is maintained in a database, the database associating each potential supporter with the fundraising organization.

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10. The method of claim 1, further comprising the step of providing a computer network-based searchable database, wherein the at least one potential supporter can search the database for the home page associated with a particular fundraising organization.

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11. The method of claim 1, further comprising the step of providing an electronic mailbox for each of at least one participant.

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12. The method of claim 1, further comprising the step of providing a password-protected user interface that is accessible only to a campaign manager from the fundraising organization.

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13. The method of claim 12, wherein the password-protected user interface contains at least one fact about the at least one type of product that has been sold by at least one participant.

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14. The method of claim 1, further comprising the step of providing at least one reward incentive for at least one participant.

15. The method of claim 1, further comprising the step of encouraging the at least one potential supporter to send at least one solicitation message to at least one other potential supporter.

5 16. A method of creating a computer network-based fundraising campaign for a fundraising organization, the method comprising:

creating a home page on a computer network for the fundraising organization based on a previous home page from a previous fundraising campaign;

10 retrieving a list of at least one potential supporter from a database, wherein the at least one potential supporter is associated with the fundraising organization;

sending at least one solicitation message to the at least one potential supporter;

providing a transactional user interface through which the at least one potential supporter can support the fundraising organization.

15 17. An apparatus for creating a computer network-based fundraising campaign for a fundraising organization, comprising:

a memory, the memory adapted to store a program code; and

20 a processor in communication with the memory, the program code capable of programming the processor to perform a method for creating a computer network-based fundraising campaign for a fundraising organization, the method comprising the steps of:

collecting at least one background fact about the fundraising organization and the fundraising campaign;

25 providing a home page on a computer network for the fundraising organization;

obtaining a list of at least one potential supporter from the fundraising organization;

sending at least one solicitation message to the at least one potential supporter;

30 providing a transactional user interface on the computer network through which the at least one potential supporter can support the fundraising organization.

18. The apparatus of claim 17, wherein the transactional user interface lists at least one product that the at least one potential supporter can purchase, wherein a percentage of a purchase price is provided to the fundraising organization if the at least one product is purchased by the at least one potential supporter.

19. The apparatus of claim 18, wherein a purchase of the at least one product is associated with an individual participant.

20. The apparatus of claim 18, wherein the transactional user interface is personalized for each potential supporter.

21. The apparatus of claim 17, wherein the transactional user interface allows the at least one potential supporter to make a direct financial contribution to the fundraising organization.

22. The apparatus of claim 20, wherein the transactional user interface is personalized for each potential supporter.

23. The apparatus of claim 17, wherein the at least one background fact collected from the fundraising organization includes at least one of:

an amount of money that the fundraising organization wants to raise; and  
a plan showing how the amount of money will be spent.

24. The apparatus of claim 17, wherein the at least one background fact appears on the home page.

25. The apparatus of claim 17, wherein the list of the at least one potential supporter is maintained in a database, the database associating each potential supporter with the fundraising organization.

26. The apparatus of claim 17, further comprising the step of providing a computer network-based searchable database, wherein the at least one potential supporter can

search the database for the home page associated with a particular fundraising organization.

27. The apparatus of claim 17, further comprising the step of providing an electronic mailbox for each of at least one participant.

28. The apparatus of claim 17, further comprising the step of providing a password-protected user interface that is accessible only to a campaign manager from the fundraising organization.

29. The apparatus of claim 28, wherein the password-protected user interface contains at least one fact about the at least one type of product that has been sold by at least one participant.

30. The apparatus of claim 17, further comprising the step of providing at least one reward incentive for at least one participant.

31. The apparatus of claim 17, further comprising the step of encouraging the at least one potential supporter to send at least one solicitation message to at least one other potential supporter.

32. An apparatus for creating a computer network-based fundraising campaign for a fundraising organization, comprising:

a memory, the memory adapted to store a program code; and

a processor in communication with the memory, the program code capable of programming the processor to perform a method for creating a computer network-based fundraising campaign for a fundraising organization, the method comprising the steps of:

creating a home page on a computer network for the fundraising organization based on a previous home page from a previous fundraising campaign;

retrieving a list of at least one potential supporter from a database, wherein the at least one potential supporter is associated with the fundraising organization;

sending at least one solicitation message to the at least one potential supporter;

providing a transactional user interface through which the at least one potential supporter can support the fundraising organization.

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